



With Which is Consolidated the Lomita News
Published Every Thursday
GROVER C. WHYTE, Editor-Publisher
1336 El Prado, Telephone Torrance 444
Torrance, California

MEMBER California Newspaper Publishers Association
MEMBER United Press Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

Subscription Rates in Advance
Anywhere in Los Angeles County \$2.00 per year
Anywhere in the U. S. Outside of Los Angeles County \$3.00 per year
Canada and Other Foreign Countries \$6.00 per year
Single Copies .50

OFFICIAL PAPER OF THE CITY OF TORRANCE
Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 218470, Dated March 22, 1927.

JOIN THE AUTO CLUB

Motorists should be interested in the campaign for new members which is now under way by the Automobile Club of Southern California. It should not require argument to convince any motorist of the advantages of membership in this useful organization.
For many years the work of the Automobile Club of Southern California in behalf of motorists has been outstanding. Consider some of its work: Sign posting, road development, promotion of legislation helpful to motorists, assistance to unfortunate motorists on highways, distribution of maps, insurance and adjustment services, and many other activities of benefit to its members.
The Torrance territory is in charge of L. E. Birch, 503 South Catalina street, Redondo Beach. We have found Mr. Birch a very likeable person, who is always willing and anxious to be of help. If you are not already enrolled among the organization's 125,000 members, we respectfully suggest that you contact Mr. Birch and let him explain the many advantages of membership in this truly Southern California institution.

CHRISTMAS GIVING

As another Christmas season approaches, there is considerable food for thought concerning the changes since previous Yuletide seasons, and particularly since the last one.

In former days persons who bought many gifts, and particularly expensive gifts, were looked upon as extravagant and as wasting money.

Today one need not be afraid of confronting such a charge, due to the economic lessons we have learned. There has been a decided change in viewpoint. A person now is doing something decidedly worthwhile when he spends money. The more he spends on his relatives or friends or on needy persons of his acquaintance the more good he is doing.

In fact he will be performing a triple purpose—bringing joy to himself as the giver, for there is more joy in giving than in receiving; bringing joy to the person who receives the gift and helping to provide a job for someone else.

It's hard to realize but there are only 14 more shopping days until Christmas. And that isn't very long to select gifts for father, mother, wife, husband, sister, brother, or children. Then in addition there are grandmothers and grandfathers to whom a little gift would bring great happiness. Then there's the little neighbor kid, whom Santa Claus may forget because dad and mother aren't so prosperous as they once were. And so it goes.

There is a greater field for Christmas giving this year than ever before. Practically any gift you might choose will be useful.

Most of us need so many things that there is little danger of giving an unwelcome or unneeded article.

And above all other considerations is the knowledge that every dollar spent in Torrance stores will be helping to swell the tide of recovery for which we all are hoping.

The preachment of years ago, "Save for a rainy day," has given way to "Spend to help drive away the rainy day."

This Christmas can be more cheerful and there can be just as much happiness crammed into the day as ever if those who have means will give as many gifts as they can afford to buy.

Letters to the Editor

Torrance Herald:
Through your paper, The Torrance Herald, I would like to thank Mr. Beach of the Veterans Relief for obtaining that wonderful flag that was loaned to the Carson Relief by the Bert S. Crossland Post, No. 170, American Legion of Torrance.

Yours respectfully,
JAMES J. GRANT,
Manager Carson Relief,
1629 Carson Street.

HUNTERS BAG NO GAME
L. B. Kelsey, Dr. R. E. Bishop and Robert Burns went to Escondido over the week-end on a hunting trip. They made the Warren W. Johnston ranch their headquarters. Slip reports no luck.

Freeman Nearly Ready to Open Mama-Lou Cafe

After weeks of preparation, Fred Freeman announces that his new Mama-Lou Cafe, corner of Sartori and Post avenues, will be ready to open in a few days. Workmen were busy this week putting the final touches on the installation of modern, new equipment. The refrigerator equipment is reported to be among the best of any restaurant in the harbor district.
Besides the serving of meals and lunches, Mr. Freeman states that the Mama Lou will have a fully supplied delicatessen department, where cold meats, salads, pickles and kindred foods may be purchased at all hours.
Mr. Freeman is well known in Torrance, having formerly conducted a cafeteria on Cabrillo avenue.

HOUSEWIVES . . . You Have Tried the Rest—Now Use the Best
"Prere" Granulated Soap Supreme
A Full 2 1/2 Pound Package For 25c
Goes Farther—Costs Less
For Sale At All Independent Grocers
A Product of the Supreme Soap Company
Distributed by E. A. Woods Sales Co., L. A.

Gift Giving means Job Giving
PENNEY'S Treasure House of Gifts

Take Advantage of Penney's Convenient LAY-AWAY PLAN
And buy now while selections are at their best. A small deposit will reserve any purchase until wanted.

Don't Miss These!
PENNEY'S UNADVERTISED GIFT SPECIALS
Featured Daily!

A Gift of Sheer Beauty—Gaymode
Chiffon Hose
Oh, but they're lovely! Three-thread chiffons, the kind she is hoping for! Extra fine, in the season's best shades.
\$1.19

Exquisite Silk and Lace Lingerie
Lavishly lace-trimmed silk and satin chemises, dance sets, panties. So dainty!
98c to \$2.98

Here's a Bright Idea—SCARFS
Silk! Satin! Corduroy! Wool! Say "Merry Christmas" with the gay scarfs everyone's wearing this year! These are beauties!
59c

Fast Selling! Fast Color! Broadcloth 25c yard
Smart patterns—adorable patterns—all in delightful Fall colors! No wonder we're always having to get a new supply of this fine quality!

Women's Flannelette GOWNS
98c
Flannelette Pajamas \$1.49

Give Her TERRY BATH MATS
Brightly colored grounds . . . with white Jacquard designs!
59c

Luxurious All Wool Reversible BLANKETS
1934 Colors
\$5.90

Remember your friends with Penney's Greeting Cards
Bright! Colorful designs, with an appropriate message on each one.
Box of 24 for 25c

Charmingly Chic! FLANNEL ROBES
In Many New Novelty Styles
Wrap around and button models. Contrasting colors in blue, rose, tan and other shades. Wonderful Value!
\$3.79

Silk Sleeping PAJAMAS
Ever-so-smart styling, lustrous quality materials and lace trim!
\$2.98

Colonial Cotton COVERLETS
\$1.49

Quaint, colorful Jacquard florals!—on cream! They transform a bedroom! Give years of wear. 80x105.
Black Suede PUMPS
With Neat Patent Leather Trims
\$2.98

"Century of Progress" Rain Capes
Made of good weight rubber, yet easily folded and carried in a hand bag. Millions of 'em sold at the Chicago World's Fair. Four Attractive Colors: Red, Blue, Black, and White.
Women's Sizes . . . 79c
Girls' Sizes . . . 69c
Children's Sizes . . . 59c

Suede Jackets
Always Please Finest Quality
\$5.90

She'll Live in These!
Leather Soled Boudoir Slippers
\$1.19
Black kid; drill lined; rubber tap heel! Give real service!

DIARIES
On the 5-year plan!
Gift-edge paper. Leather or lambskin cover. Each with lock and key.
49c

Torrance Store 1269 Sartori Ave.

GIFTS at 25¢
Women's Fine Gauged, 300 Needle, Charonized Hose . . . 25c
Fancy Boxed Handkerchiefs, 3 in a box . . . 25c
Boys' Shirts and Shorts . . . 25c
Boys' Silk Ties . . . 25c
Men's Fine Handkerchiefs, 2 in box . . . 25c
Silk Hose, Best Colors, for Men . . . 25c
Men's Broadcloth Shorts, very fine . . . 25c
Rayon Bloomers, Vests and Step-ins . . . 25c
Boys' Leather Belts, genuine cowhide . . . 25c

GIFTS at 49¢
Children's Purses, with mirror . . . 49c
Women's Suede Gloves, washable . . . 49c
Men's Rayon Shirts and Shorts . . . 49c
Beautiful Silk Lined, Handmade Ties . . . 49c
Men's Extra Quality Wool Cashmere Hose . . . 49c
Children's Indian Moccasins and Felt Slippers . . . 49c

Your Initials on
Diri-Gold Belt Buckle and Tie Clasp ONLY 49c
Belt to Match . . . 49c

GIFTS at 98¢
Fine Sheets, Nation-wide brand, size 81x99 . . . 98c
Men's Pencil, Fountain Pen and Bill Fold Sets . . . 98c
Men's Military Brush Sets, consisting of two brushes, comb and clothes brush . . . 98c
Men's and Boys' Caps, new styles . . . 98c
Men's Broadcloth Shirts, plain and fancy . . . 98c
Flat Crepe, new patterns, all silk, yard . . . 98c
Women's Service Weight and Chiffon Hose . . . 98c
Children's and Infants' Smoked Elk or Black Calf Shoes and Oxfords . . . 98c
Real Pool Tables with 16 balls, two cues. Fun for all the family, complete . . . 98c
"Little Jim" Wagons . . . 98c
Women's and Misses' Wash Frocks. A splendid value at gift time . . . 98c
Imitation Pigskin Driving Gloves for Women. An adorable gift . . . 98c

Toys - Games - Dolls
EVERYTHING TO DELIGHT THE HEARTS OF CHILDREN
A "de-luxe" model Doll Cart \$3.98
Order Yours Early! STEEL COASTER WAGONS \$2.98
A Big Truck—full of BLOCKS! 49c
44" x 23" Folding POOL TABLE 3.98
8 can play this ELECTRIC BOAT RACE GAME 89c
Wind-Up Train 98c
"BABS" is little, but smart! 98c
T-O-O-T! Giant Steel LOCOMOTIVE 98c
Mother's Helper Handi-Aid Set! 49c

Beautiful Quality Imported MEN'S WOOL MUFFLERS 98c
They give a man that well dressed look, and add that extra warmth he needs in winter!

Dozens of pairs! Brand new, smart-looking HOSE 29c pr.
Long-wearing! Rayon and celanese! Lisle-plaited on celanese. Sizes 9 1/2 to 12.

Men's Flannelette NIGHT SHIRTS and Pajamas \$1.29

Men's LEATHER JACKETS \$5.85
BOYS' COATS With Warmwool Collars \$5.85

He needs—and wants SHIRTS
Fancy patterns are NEW! Pre-shrunk! Vat-dyed! Popular, long-wearing materials! Full cut!
Others, at \$1.98
Ties, 63c, 98c

Handsome TIES 49c
Dozens of them! Ties men like—because they tie neatly—wear longer.

Imagine! This boxed TIE and Kerchief SET for only 98c
Cellophane-wrapped in a gift box!

Holiday SUSPENDERS 49c
Fine-grade, durable web. Metal trimmings. Each in attractive gift box.

DRESS GLOVES For Men
Smart winter gloves that he'll appreciate. Fashioned of black and brown Turk capeskin.
\$1.49

Special Purchase Chiffon Hose For Your Gifts 79c

Yes! You Can Get Him SLIPPERS for 69c
Soft, warm felt, kid tipped. Cushion sole! 6-11. A "buy"!

DANIEL BOONE Cabin Logs 25c
Build forts, houses, stockades! Loads of fun in this set!

Real Leather! Boys' Helmets with goggles! now 25c
You'll want one of these for winter sports! Made with detachable goggles—knit lining!

J.C. PENNEY CO. INC.
Where a Nation Shops and Saves!